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DOING MORE WITH TWITTER



Irish Life



DOING MORE WITH TWITTER

Twitter is a great social network for building connections and relationships with your customers, the people who influence them, partners and the press.

If you've been using it for a while and have built up a following this eBook will introduce you to some of the more advanced features within Twitter.

We'll look at

Twitter lists

Twitter live

Media studio

Twitter analytics

Each of these features either helps you manage your Twitter account more efficiently, helps you connect better with people or helps you measure success.



TWITTER LISTS

If you have been using Twitter for a while and have started to follow a lot of people your news feed can seem intimidating. The sheer volume of tweets from the people you follow ensures there is always something interesting to look at but it also means you will miss tweets from the people who matter.

That's where Twitter lists come in.

Lists filter your view of Twitter so you see updates from just the people you put on the list.

HOW TO CREATE A LIST

- Log into Twitter and click your avatar to the top right-hand side of the screen
- Select 'Lists' from the drop-down menu



Click 'Create new list' - If you haven't created one before this will appear in the centre of the screen. If like me you already have lists it will be on the right-hand side as pictured below.



Give your list a name and a description (optional)

A screenshot of the 'Create a new list' form on Twitter. The form has a title 'Create a new list' and a close button. There are two input fields: 'List name' and 'Description'. The 'List name' field contains the text 'Financial Journalists' and is circled in red. The 'Description' field is empty. Below the description field, there is a note 'Under 100 characters, optional'. There is a 'Privacy' section with two radio button options: 'Public · Anyone can follow this list' (selected) and 'Private · Only you can access this list'. The 'Public' option is circled in red. At the bottom of the form, there is a 'Save list' button.

There are two options for your list privacy:

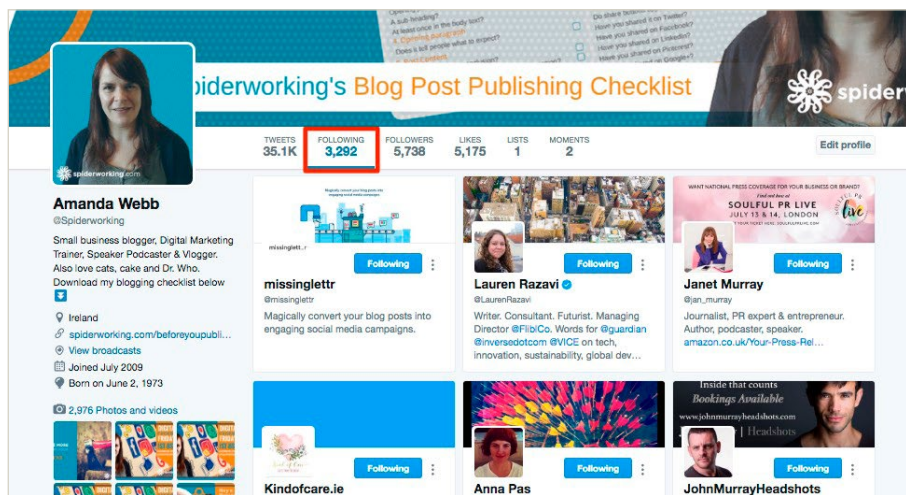
- Public - visible to everyone on Twitter, people can also follow your list which adds it to their Twitter profile for others to see and access.
- Private - visible to only you

Select the privacy option for your list and click 'Save List'

HOW TO ADD PEOPLE TO YOUR LISTS

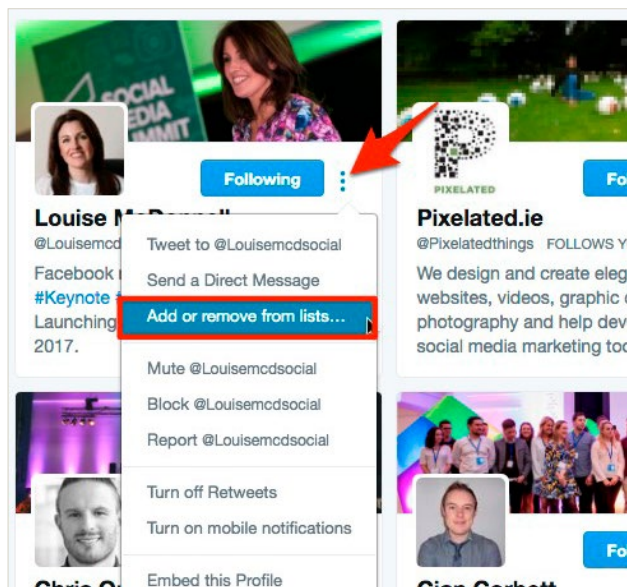
You can add any Twitter user to your lists whether you follow them or not.

To add people you are following to a list go to your profile and click 'Following'. This will give you a list of the people who you follow.

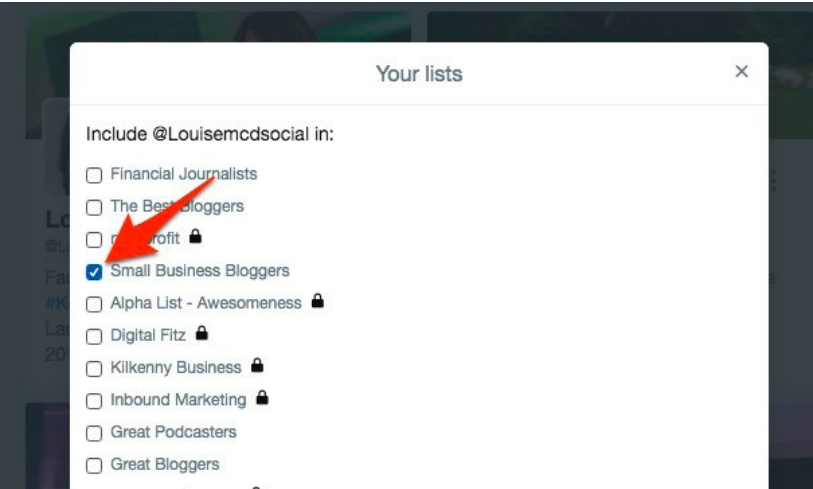


When you find someone you want to follow, click the three dots next to the 'Following' button on the list.

Select 'Add or remove from lists' from the drop-down menu that appears



Click the checkbox next to the list or lists you want to add them to and close the window.



HOW TO ADD PEOPLE YOU DON'T FOLLOW TO A LIST

You can add people to lists from anywhere on Twitter. Just click through to their profile and click on the three dots next to the follow button.

Select 'Add or remove from lists' from the drop-down menu and follow the process outlined above.



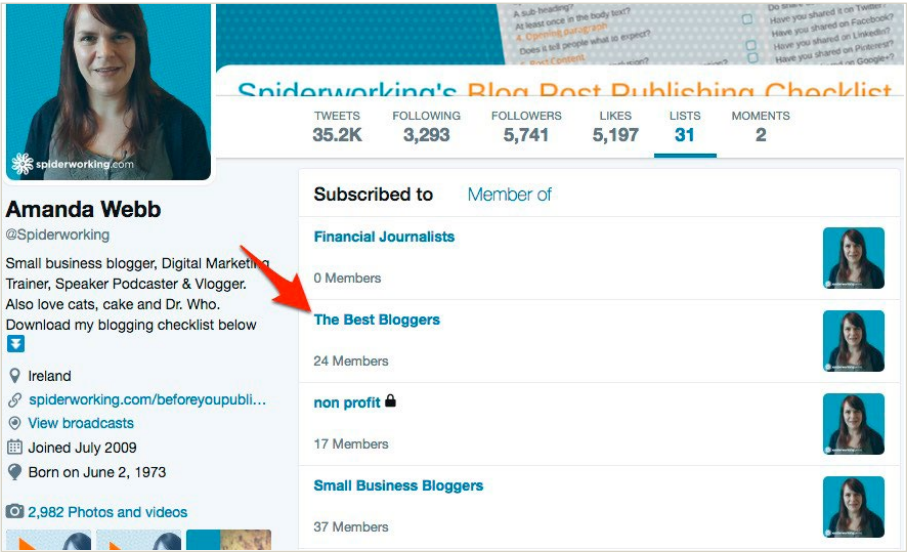
HOW TO ACCESS YOUR LISTS

Now you have created a list you can access it from your profile.

Click on your avatar on the top right-hand side of the Twitter home page and select 'Lists' from the drop-down menu



Click on your list name



From here you will see tweets just from the people you have added to that list.

The screenshot shows the Twitter interface. At the top, navigation links for Home, Moments, Notifications, and Messages are visible. The main header includes the Twitter logo and a search bar. On the left sidebar, the 'The Best Bloggers' list is highlighted, showing it is a public list by Amanda Webb with 24 members and 0 subscribers. Below this, there are links to 'Edit' and 'Delete'. A section titled 'Tweets' lists 'List members' and 'List subscribers'. Further down, 'More lists by @Spiderworking' are listed, including 'Financial Journalists', 'The Best Bloggers non profit', 'Small Business Bloggers', 'Alpha List - Awesomeness', 'Digital Fitz', 'Kilkenny Business', 'Inbound Marketing', 'Great Podcasters', 'Great Bloggers', 'Financial Services', 'Dentists', 'Female Digital Speakers', 'Congregation', 'Tourism', 'Customers', 'Press List', 'KLCK Bloggers Network', 'Web Designers', 'Social Media Peeps', and a 'Create new list' button.

The main content area displays tweets from the list. The first tweet is from Neil Patel (@neilpatel) posted 2 minutes ago. The text of the tweet is 'The Simple Guide to Writing Social Media Headlines (That People Click)' followed by the hashtags #socialmedia, #blogging, and #contentmarketing, and a link to buff.ly/2pWLCh6. The tweet includes a video thumbnail of a woman pointing at a laptop screen. Below the video, engagement metrics show 2 retweets and 2 likes.

The second tweet is from Ian Cleary (@IanCleary) posted 12 minutes ago. The text reads 'For anyone who is in marketing today one of the biggest professional fears is falling behind the technological curve' followed by a link to razorsocial.com/keep-up-with-m... Below the text is a link preview for 'How to Keep up With Marketing Technology Changes' by Ian Cleary, updated on January 23, 2017. The preview shows engagement metrics: 807 shares, 123 Facebook likes, 914 Twitter retweets, 91 Google+ shares, 10 Reddit shares, and 191 LinkedIn shares.

Note, lists just filter your view of Twitter, you can't send tweets just to members of a list, your tweets are still public.



WHAT LISTS SHOULD YOU CREATE?

You should create lists of:

- The important people you follow so you can keep in touch with them and continue to build relationships
- People who fall into specific categories that you want to see tweets from. For example 'People from Athy' 'Irish Business People'
- People who you want to monitor but don't want to follow. For example, competitors

Here are some basic lists you should create:

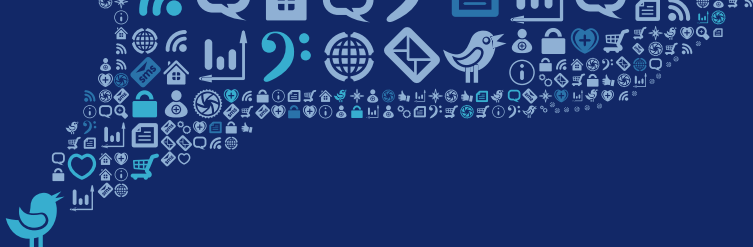
Private lists

- Customers
- Competitors

Public lists

- Local influencers
- Journalists and press
- Great press and blogs to read





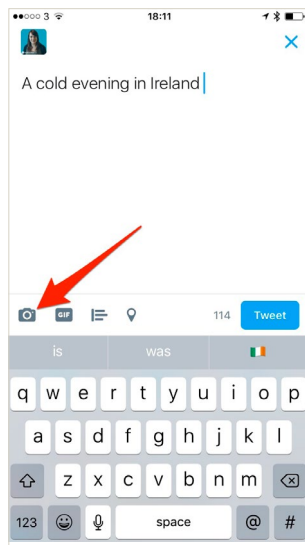
TWITTER LIVE

You can stream live video on Twitter directly from your phone. This is a great way to attract the attention of your followers, answer common questions from followers and introduce your audience to your business.

Note Twitter Live is only available via the official Twitter mobile apps on iOS and Android.

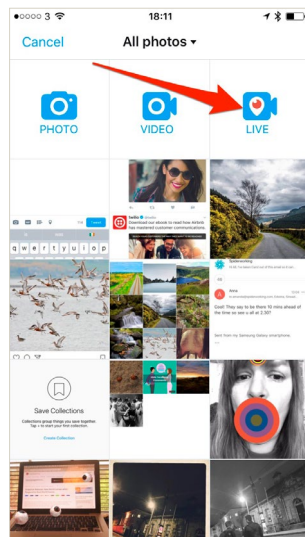
HOW TO GO LIVE

Click on the quill icon and compose a tweet to accompany your live video



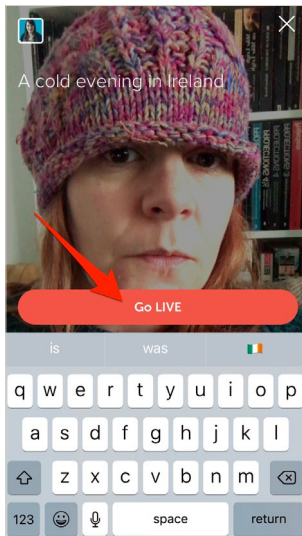
Click on the camera icon

Click on 'Live'



Double tap the screen to flip to the view

Click 'Go Live'



You are now broadcasting live on Twitter, people can comment or send you hearts if they like what you are doing.

WHAT SHOULD YOU SHARE ON TWITTER LIVE?

Before you go live on Twitter decide on a topic for your broadcast

You could:

- Interview a local hero
- Share tips and advice that will help your customers
- Do a short walking tour of the town
- Show people around your offices
- Introduce people to members of staff
- Capture something really cool that's happening right now where you are

TWITTER MEDIA STUDIO

Twitter media studio is a library of all the media (images, gifs and video) that you have shared on Twitter. You can also upload image and video files directly to media studio for use on Twitter.

You can tweet and schedule tweets including media directly from studio. It's a handy way to manage the media files you want to use in tweets.

What media can you upload?

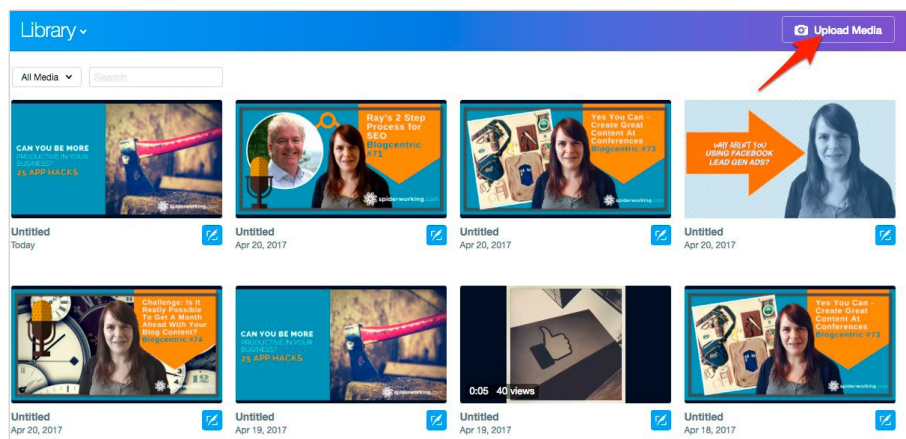
You can upload image files and video up to 140 seconds in length

HOW TO USE TWITTER MEDIA STUDIO

Uploading

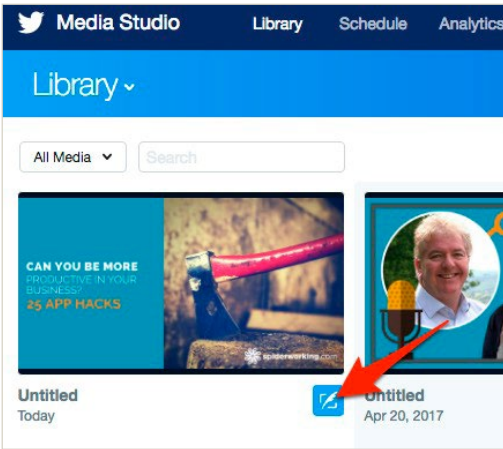
To upload files access Media Studio at <https://studio.twitter.com>

Click 'Upload Media' at the top right-hand side of the page to upload images or video

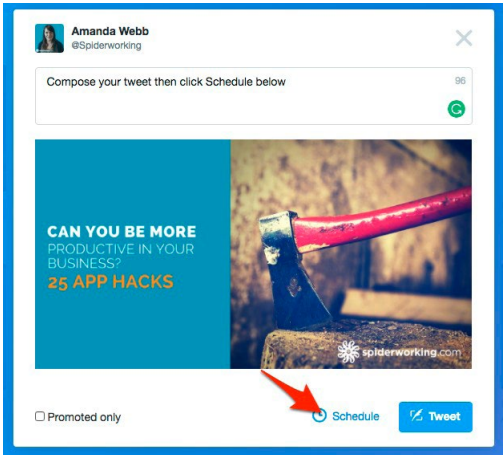


Scheduling

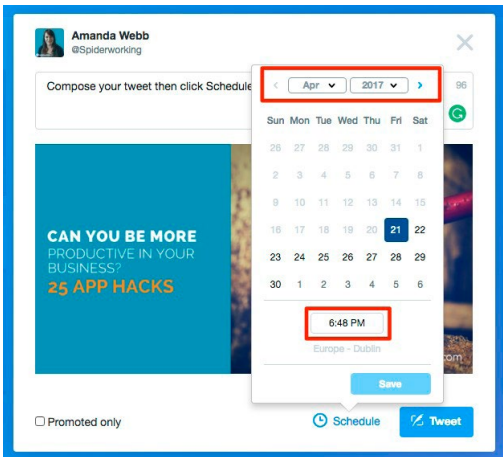
To schedule a tweet using an image or video from your library click the tweet icon underneath it



Compose your tweet. If you want to send it straight away click 'Tweet'. Click 'Schedule' to publish it later on.

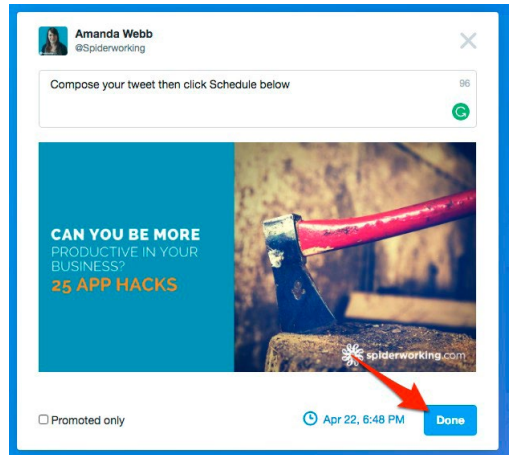


Choose a date and time for your tweet

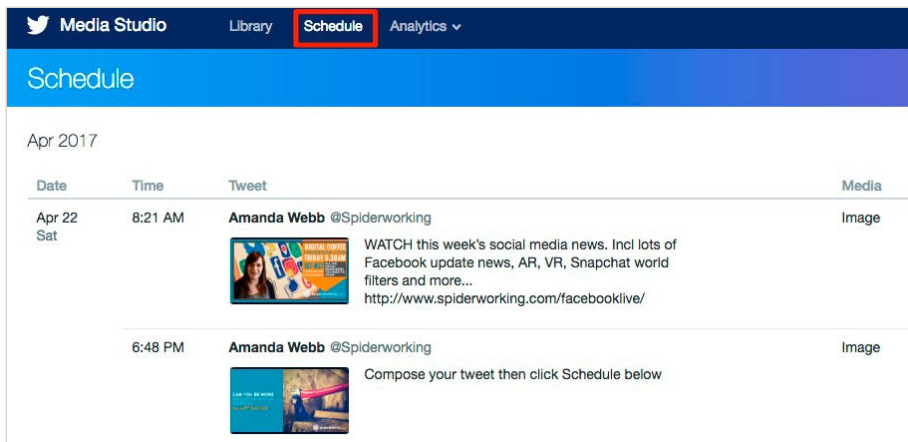


Click 'Save'

Click 'Done' add the tweet to your schedule



You can view your scheduled tweets by clicking 'Schedule' at the top of the screen



Hover your cursor over a scheduled tweet and you'll get the option to delete it.



TWITTER ANALYTICS

To measure your Twitter success it's vital that you look at your Twitter analytics on a regular basis.

To access Twitter analytics go to <https://analytics.twitter.com/>

You may be prompted to set up an ad account to access analytics. Don't worry you don't have to pay to use analytics.

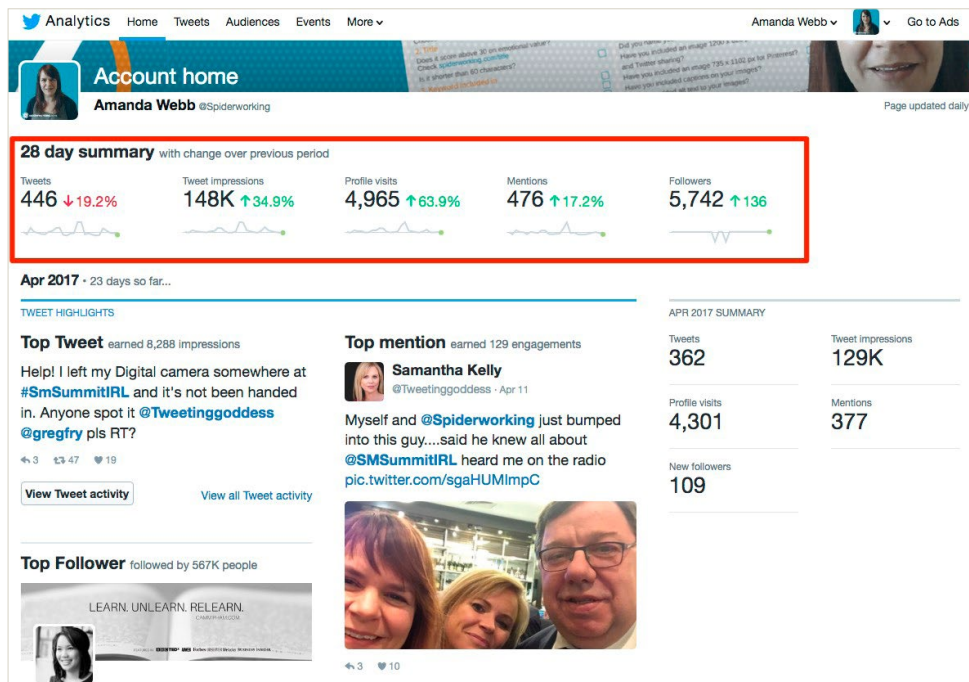
The analytics home page shows an overview of your account.

You'll see:

- How many tweets you have sent in the last 28 days
- How many impressions your tweets have received in the last 28 days. An impression means that your Tweet has appeared on a Twitter users feed. Some users will see your tweet more than once, each view is counted as an impression.
- How many times your Twitter profile has been visited in the last 28 days.
- How many times your username has been mentioned by other Twitter users in the last 28 days.
- How many followers you have.

For each of these statistics, you'll be able to see the change in the last 28 days.

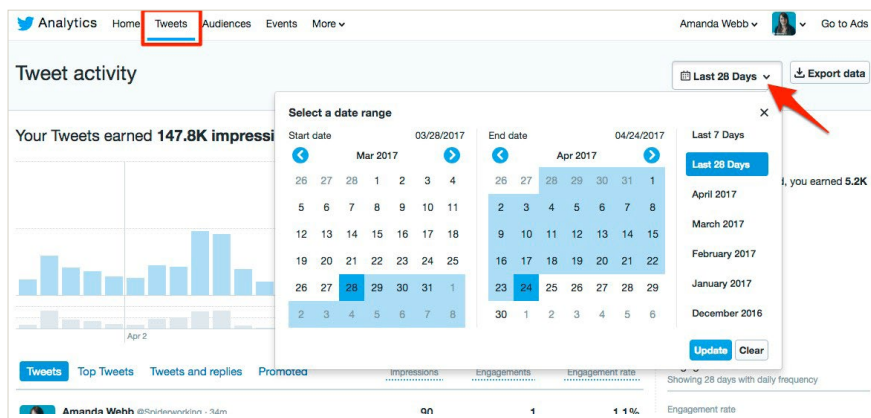
In the example below, you can see that the number of tweets I have sent is down 19.2% but the rest of my statistics are up on the previous month.



Underneath these headline statistics are the most popular tweets and your top follower from the last calendar month.

For more detailed information on your activity click the 'Tweets' menu at the top of the page.

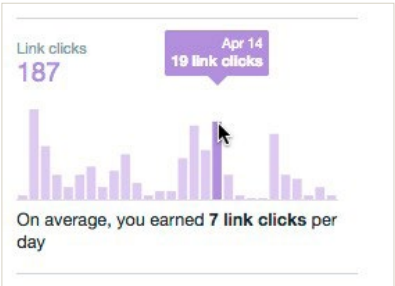
By default this displays data on your tweets from the last 28 days. To analyse a different period click 'Last 28 days' on the top right-hand side of the screen and select your date range.



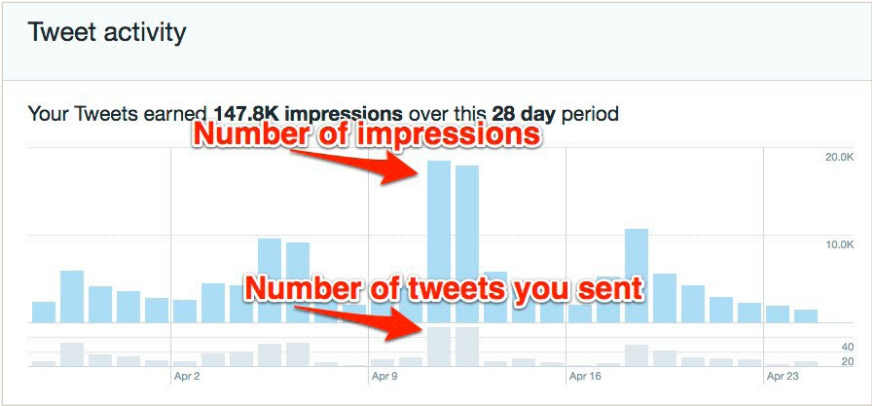
On the right-hand side of the page you can view:

- **Your engagement rate** - The number of engagements you received on your tweets divided by the number of impressions you got in the set period
- **Link clicks** - The number of times people clicked links in your tweets in the set period
- **Retweets** - The number of times your tweets were retweeted in the set period
- **Likes** - The number of times your tweets were liked in the set period
- **Replies** - The number of times your tweets were replied to in the set period

Hover your cursor over a bar in these charts to see statistics from an individual day.



The graph at the top of the screen displays your activity and impressions. The grey bar represents the number of tweets you sent on the selected day. The blue bar represents the number of impressions you got.



Below this is more detail about your tweets. By default, tweets are displayed in chronological order.

You'll see:

- The text from the tweet including the time of publish
- The number of impressions that tweet received
- The number of engagements that tweet received
- The engagement rate for that tweet

Tweets				Impressions	Engagements	Engagement rate
<div><div></div><div><div>Amanda Webb @Spiderworking · 35m</div><div>You Want These Facebook Engagement Rates: Our Social Media Expert Roundup ow.ly/gDV130b6JCM via @kalnerwilliams for @AgoraPulse</div><div>View Tweet activity</div></div></div>				90	1	1.1%
<div><div></div><div><div>Amanda Webb @Spiderworking · 2h</div><div>A Proven Process to Curate and Publish a Roundup of Industry Influencers contentmarketinginstitute.com/2017/04/curate... via @cmicontent by @dknowlton1</div><div>View Tweet activity</div></div></div>				123	1	0.8%
<div><div></div><div><div>Amanda Webb @Spiderworking · 3h</div><div>[Watch] You Know What? You Really Should Try Facebook Lead Gen Ads spiderworking.com/blog/2017/04/1...pic.twitter.com/lgcfD673Sr</div><div>View Tweet activity</div></div></div>				113	1	0.9%

For more detailed information click on a tweet

This will show you detail about the engagements on that individual tweet

Amanda Webb

@Spiderworking

People to love the story and the emotion behind the content @wendyvangilst at #sagesummit pic.twitter.com/PTMhpFmOpG

Promote your Tweet

Your Tweet has 2,977 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Impressions

2,977

Total engagements

53

Media engagements

28

Likes

10

Retweets

6

Profile clicks

5






Link clicks

3

Detail expands

1

Click on 'Top Tweets' to see your best performing tweets of the selected period

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<div><div>Amanda Webb</div><div>@Spiderworking · Apr 11</div><div>Help! I left my Digital camera somewhere at #SmSummitIRL and it's not been handed in. Anyone spot it @Tweetinggoddess @gregfry pls RT?</div><div>View Tweet activity</div></div>			8,327	196	2.4%
	<div><div>Amanda Webb</div><div>@Spiderworking · Apr 17</div><div>[Listen] How To Create Stellar Content At Conferences - A Bloggers Guide spiderworking.com/blog/2017/04/1...</div><div>View Tweet activity</div></div>			7,533	65	0.9%
	<div><div>Amanda Webb</div><div>@Spiderworking · Apr 6</div><div>People to love the story and the emotion behind the content @wendyvangilst at #sagesummit pic.twitter.com/PTMhpFmOpG</div><div>View Tweet activity</div></div>			2,977	53	1.8%
	<div><div>Amanda Webb</div><div>@Spiderworking · Apr 19</div><div>Love this post for so many reasons>>How Strategic Content Converts to Email Subscriptions and Sales copyblogger.com/email-content-... by @brianclark</div><div>View Tweet activity</div></div>			2,780	18	0.6%
	<div><div>Amanda Webb</div><div>@Spiderworking · Apr 12</div><div>One more call for my DSLR, has loads of photo memories on it. Left in Croke Park #SmSummitIRL @SMSummitIRL</div><div>View Tweet activity</div></div>			2,735	68	2.5%

WHAT SHOULD YOU DO WITH YOUR STATISTICS?

Keep a weekly measurement document where you monitor the key statistics from your Twitter account. This will help you monitor improvement over time and will inform you which content works best for you.



WHAT'S NEXT?

Use these advanced tools to get more from your Twitter account:

- 1.** Create Twitter lists and use them to engage with the people that matter most on Twitter
- 2.** Use Twitter live to build a stronger connection with your followers
- 3.** Use Twitter studio to schedule and speed up the process of adding media to your tweets
- 4.** Keep an eye on your key statistics to help you measure success





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ILA 13378 (NPI 08-17)